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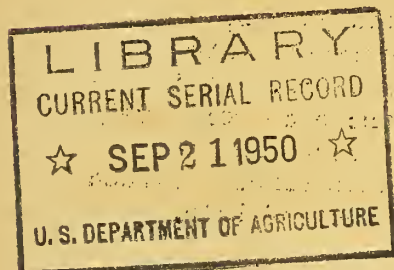
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Consumer Purchases of Selected Fresh Fruits,  
Canned and Frozen Juices, and Dried Fruits  
in

February 1950



United States Department of Agriculture  
Bureau of Agricultural Economics  
and  
Fruit and Vegetable Branch  
Production and Marketing Administration

Washington, D. C.  
March 1950

## Foreword

This report presents data on consumer purchases during February 1950 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U.S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All "monthly" data in the report are based on 4-week periods in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

Consumer Purchases of Selected Fresh Fruits,  
Canned and Frozen Juices, and Dried Fruits  
February 1950

Summary

Household consumers paid 2 cents more per 6-ounce can for frozen concentrated orange juice in February 1950 than in January. Purchases totaled 1,089,000 gallons, a slight increase above January. The percentage of families buying frozen concentrated orange juice increased to 13.4 percent in February, equaling the November 1949 high. Purchases of concentrated grape juice and other concentrated juices, though relatively small, increased sharply.

Canned grapefruit juice purchases increased almost 200,000 cases (equivalent No. 2 cans) in February. This was accompanied by a small rise in the price paid by household consumers. Purchases of canned orange juice in February were down almost 2 percent from the January level, while consumers paid 4 cents more per 46-ounce can. Canned blended juice prices increased 3 cents per 46-ounce can in February; purchases declined slightly. Consumers bought a total of 3,100,000 cases of all canned citrus juices in February 1950 -- more than one-third below February a year ago. Prices, on the average, were up about 50 percent.

Canned tomato juice purchases in February increased by 150,000 cases (equivalent No. 2 cans) for the second consecutive month. The average price paid by householders for canned tomato juice was unchanged from the January level. Apple juice purchases were up 17 percent from January, while purchases of other canned juices were mostly unchanged.

Consumers in February 1950 paid 4 cents per dozen more for Florida oranges and 3 cents more for California oranges than in January. During this period, purchases of Florida oranges declined 3 percent and California oranges 7 percent. Compared with February a year ago, consumer purchases of Florida oranges were down about one-third, while purchases of California oranges were slightly higher.

Household purchases of grapefruit continued to increase in February, despite a small rise in price. Lemon prices dropped 13 cents per dozen in February as the new crop became available. Household purchases increased almost 1,000,000 dozens over January.

Household consumers bought nearly 10 percent more dried fruit in February 1950 than in January. Purchases of each dried fruit except dates increased during February. However, dried prune purchases accounted for the bulk of the increase.

Dried peach purchases continued to increase sharply to more than double the December level. Prices of the dried fruits moving in heaviest volume showed little change in February.

Over 15 percent of all families purchased dried prunes in February -- more than 50 percent above the December figure. Consumer purchases of prune juice leveled off in February after a sharp increase in January, while prices increased slightly.



### Frozen Concentrated Juices

Household consumers in February 1950 paid an average of 2 cents more per 6-ounce can for frozen concentrated orange juice than they did in January. Nevertheless, total household purchases increased slightly and so did the proportion of families buying. The average size of individual purchases was 11.4 ounces, a slight decline from the preceding month.

February was the second consecutive month in which the average price has increased, following the decline from August through December 1949. Household consumers paid an average price of 26.4 cents per 6-ounce can in February, compared with 24.4 cents in January and 24.0 cents in February 1949 (Figure 4).

Purchases of frozen concentrated orange juice totaled 1,089,000 gallons in February 1950, a gain of 32,000 gallons over January (Figure 2). The percent of families buying the product increased to 13.4 percent in February from 12.7 percent in January, equaling the November 1949 high (Figure 1). By comparison, 5.0 percent of all families purchased 322,000 gallons in February 1949.

Purchases of concentrated grape juice increased from 53,000 gallons in January to 65,000 gallons in February, and purchases of other frozen concentrated juices increased from 16,000 gallons to 45,000 gallons during the same period. Consumer purchases of all frozen concentrated juices increased from 1,126,000 gallons in January to 1,199,000 gallons in February, a gain of 6 percent.

### Canned Juices

Household consumers bought 200,000 more cases of canned single strength citrus juices in February 1950 than in January. Total purchases were approximately 3,100,000 cases (equivalent No. 2 cans). Canned grapefruit juice accounted for the bulk of the increase. Canned tangerine juice purchases also increased. There were small declines in purchases of canned orange juice and canned blended juice. Tomato juice purchases increased by 150,000 cases (equivalent No. 2 cans) for the second consecutive month (Figure 3).

Average prices paid for all citrus juices increased in February, while prices of other canned juices showed little change from the January levels (Figure 5).

Despite a small rise in the average price paid for canned grapefruit juice, household purchases increased almost 200,000 cases to reach a total of 765,000 cases in February.

Household consumers paid about 4 cents more per 46-ounce can for orange juice in February 1950 than they paid in January. Total February purchases of 1,722,000 cases were down 2 percent from the January level. The proportion of families buying canned orange juice in February increased slightly, but the average size of individual purchases declined from 64 ounces in January to 59 ounces in February.

Canned blended juice prices increased an average of about 3 cents per 46-ounce can from January to February. This rise was accompanied by a small decline in consumer purchases. The average price paid for blended juice in February was 37.9 cents per 46-ounce can, compared with 36.2 cents for orange juice and 36.4 cents for grapefruit juice (Figure 5). Canned tangerine juice purchases rose sharply in February to 92,000 cases, compared with 39,000 cases in January.

Total consumer purchases of all canned citrus juices were more than one-third below the level of a year ago -- 3,100,000 cases in February 1950, compared with approximately 4,700,000 cases in February 1949. Average prices of all canned citrus juices in February 1950, however, were considerably above the price levels of a year ago.

Consumer purchases of canned tomato juice in February 1950 were near the level of canned orange juice purchases. Tomato juice purchases increased from 1,393,000 cases in December 1949 to 1,545,000 cases in January and to 1,692,000 cases in February. During the same 2-month period, orange juice purchases dropped from 1,890,000 cases to 1,722,000 cases (Figure 3). The proportion of families buying tomato juice increased from 19.9 percent in January to 21.3 percent in February, and the average size of individual purchases increased from 43 ounces to 50 ounces. The average price paid by householders for canned tomato juice in February was unchanged from the January level at 25.6 cents per 46-ounce can.

Apple juice purchases increased about 17 percent from January to February, while the average price paid by consumers changed very slightly. Purchases of other canned juices in February and the prices paid for these juices were virtually unchanged from the January levels.

#### Fresh Citrus Fruit

Household consumers paid an average of 3.5 cents more per dozen for oranges in February 1950 than in January, while purchases were down slightly. Household purchases of grapefruit, however, continued to increase in February, despite a small rise in the average price. Lemon prices dropped more than 20 percent on the average from January to February, and there was a substantial increase in household



consumer purchases. Purchases of tangerines in February were down about 16 percent, while the average price paid by householders was virtually unchanged from the January level.

Consumers purchased 3 percent fewer Florida oranges in February 1950 than in January, total purchases declining to approximately 22,600,000 dozens. They also bought 7 percent fewer California oranges, the total being approximately 14,600,000 dozens in February. The percentages of families purchasing Florida and California oranges each declined slightly during this period. The average size of individual purchases showed little change from the previous month.

Compared with a year earlier, purchases in February 1950 of Florida oranges by household consumers were down about one-third, reflecting in part the large movement of oranges into frozen concentrated juice. On the other hand, household purchases of California oranges in February 1950 were slightly above the level of a year ago.

Prices paid by consumers for Florida oranges in February 1950 averaged 41.1 cents per dozen, up 4 cents from the previous month and 7 cents above February 1949. The average price paid for California oranges in February was 49.4 cents per dozen, compared with 46.0 cents in January and 40.4 cents in February a year ago (Figure 6).

Household purchases of grapefruit in February 1950 totaled 10,300,000 dozens, an increase of about 700,000 over January. During the same period the average price paid by householders increased about 2.5 cents per dozen. There was a small increase in the percent of families purchasing grapefruit in February. Compared with a year earlier, grapefruit purchases in February 1950 were down 25 percent, while prices were up 30 percent.

Lemon prices dropped about 13 cents per dozen in February 1950 as the new crop became available. Household purchases increased to 6,100,000 dozens, a gain of almost 1,000,000 dozens over January. The proportion of families purchasing lemons increased about 2 percentage points during the same period.

Tangerine purchases in February were approximately 7,800,000 dozens, a decline of 16 percent from the January total, while the average price paid by householders was virtually unchanged. The proportion of families purchasing tangerines in February was 11.0 percent, compared with 15.1 percent in January.

#### Dried Fruit

Household consumers bought nearly 10 percent more dried fruit in February 1950 than in January, but purchases were still short of the holiday peak reached in December 1949. Prices of the dried fruits moving in heaviest volume showed little change in February, while there was a slight increase in the percentage of families buying, as compared with January.



Consumers purchased a total of approximately 14,316 tons of dried fruit in February, compared with 13,059 tons in January and 16,386 tons in December 1949. Dried prune purchases accounted for the bulk of this increase, rising from 5,222 tons in January to 5,980 tons in February. Raisin purchases totaled 4,435 tons in February, falling below those of dried prunes for the second consecutive month. These purchases, however, were about 5 percent above January.

Purchases of all other dried fruits, except dates, increased during February. Dried peach purchases continued to increase sharply and in February were more than double those during the previous December.

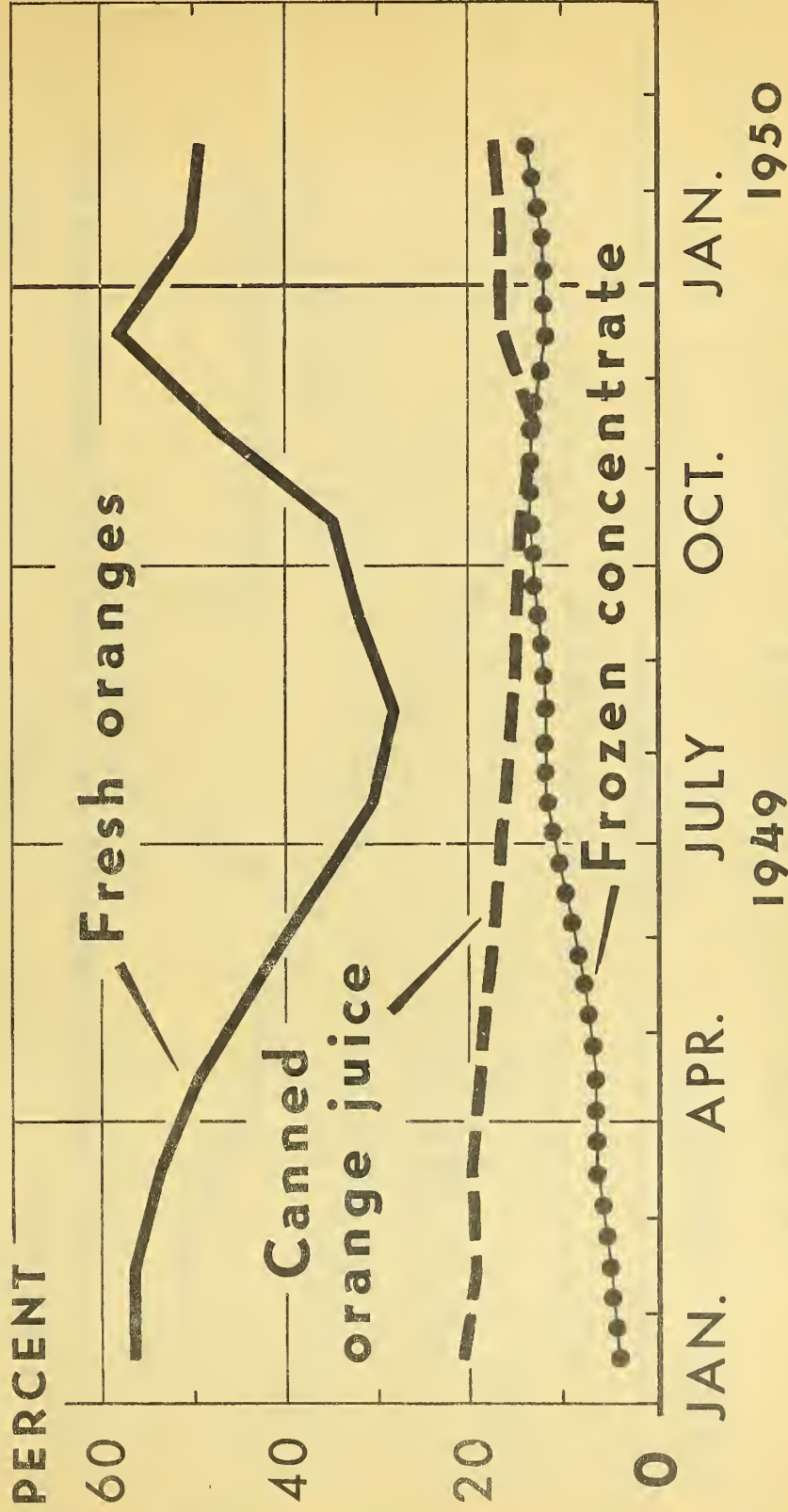
Average prices paid by household consumers in February showed considerable variation from the across-the-board declines in January. Dried apple and dried pear prices increased almost 4 cents per pound over the previous month, while dried peach prices gained almost 2 cents per pound. Prices of raisins, dried prunes, and other dried fruit changed very little during February.

The percentage of families buying any dried fruit increased to 33.8 in February 1950, higher than in any of the past 4 months, except December 1949, when it was 34.8 percent. The most notable change in February was the continued increase in percent of families buying dried prunes. Over 15 percent made purchases -- more than half again as many as purchased dried prunes in December. There were slight increases in the percentages of families buying each of the other dried fruits, except dates and dried apricots.

Consumer purchases of prune juice and the percent of families buying leveled off in February 1950 after sharp increases in January. Consumers bought 393,000 cases (equivalent No. 2 cans) in February, compared with 402,000 cases in January. The percentage of families making purchases was 7.1 in February, compared with 6.9 percent in January. Prices continued to edge up slowly, averaging 28.4 cents per quart bottle in February. They were 28.1 cents in January and 27.5 cents in December 1949.



# PERCENT OF FAMILIES BUYING ORANGES AND ORANGE JUICES

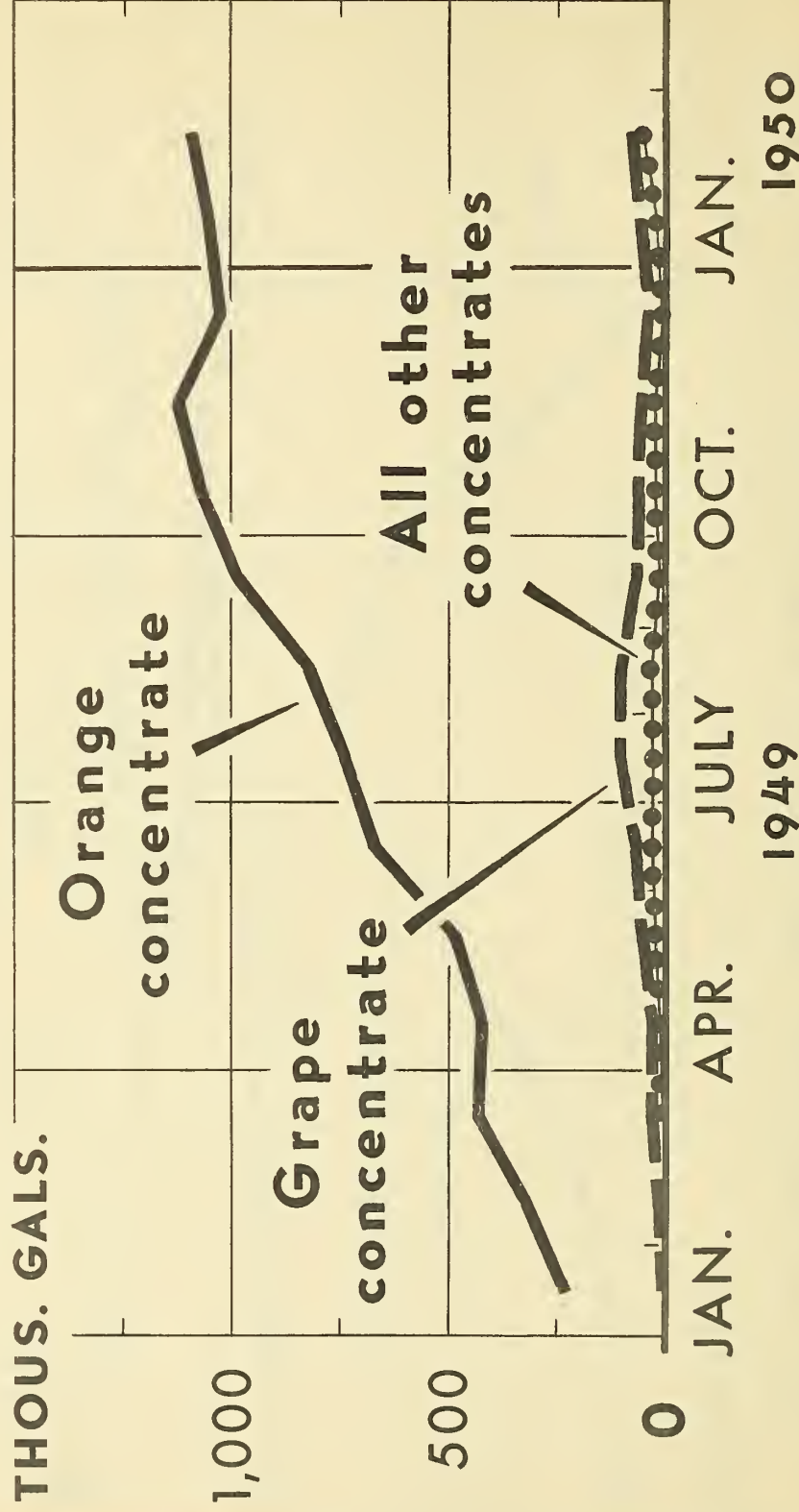


SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

FIGURE 1



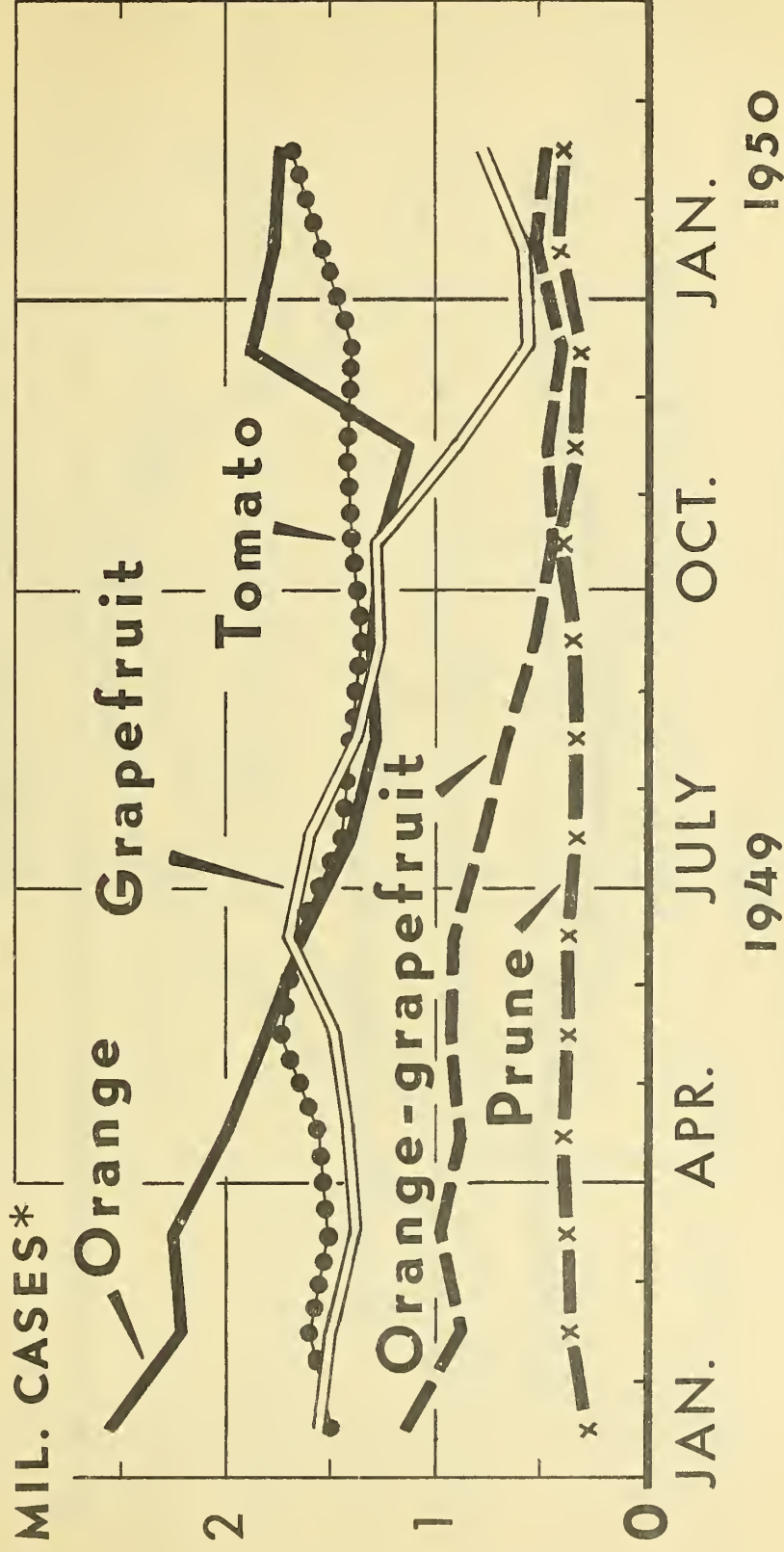
# CONSUMER PURCHASES OF FROZEN FRUIT JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

FIGURE 2

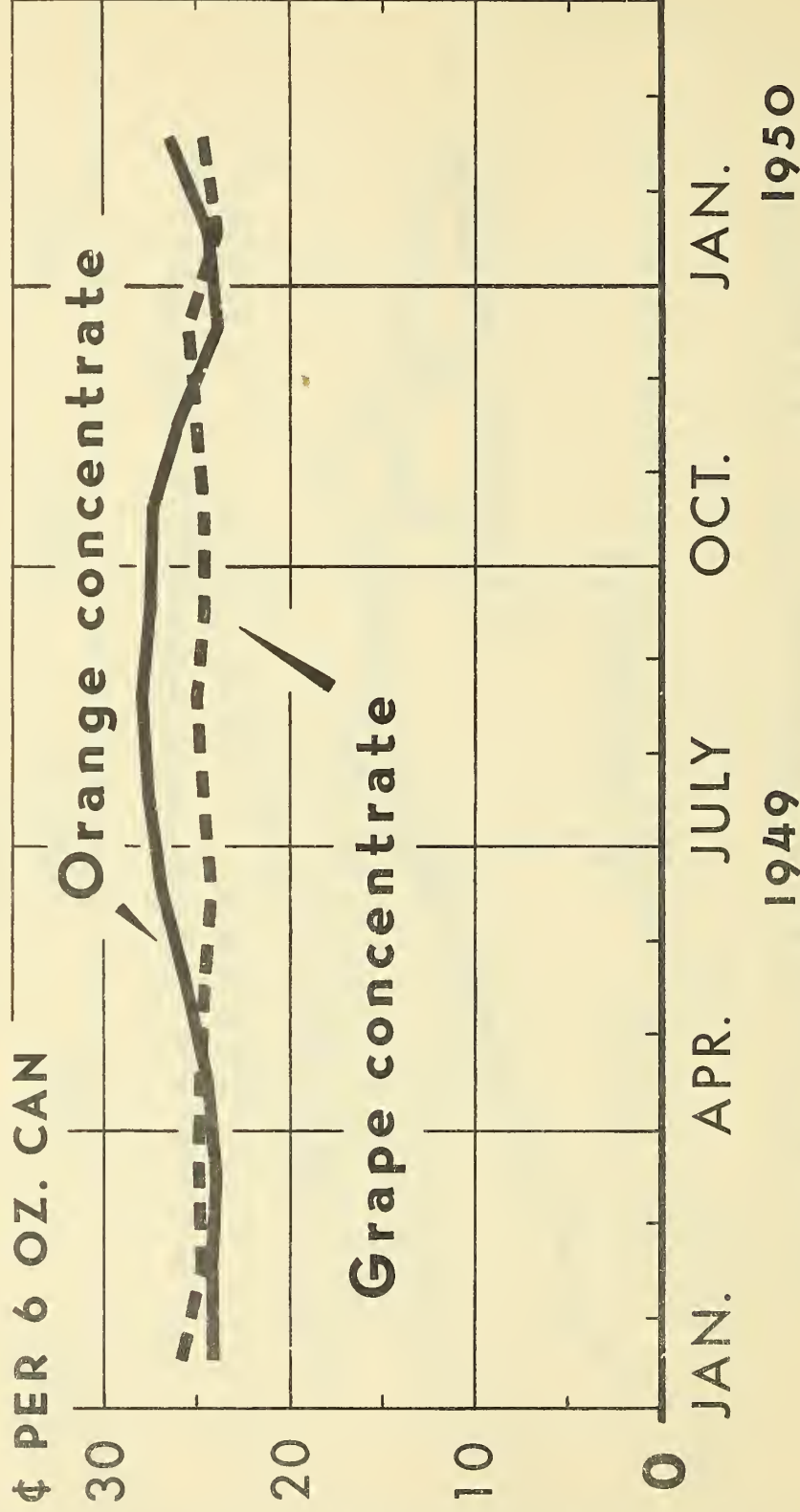
# CONSUMER PURCHASES OF SELECTED CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY  
\*EQUIVALENT CASES OF 24 #2'S

FIGURE 3

# PRICES OF FROZEN FRUIT JUICES

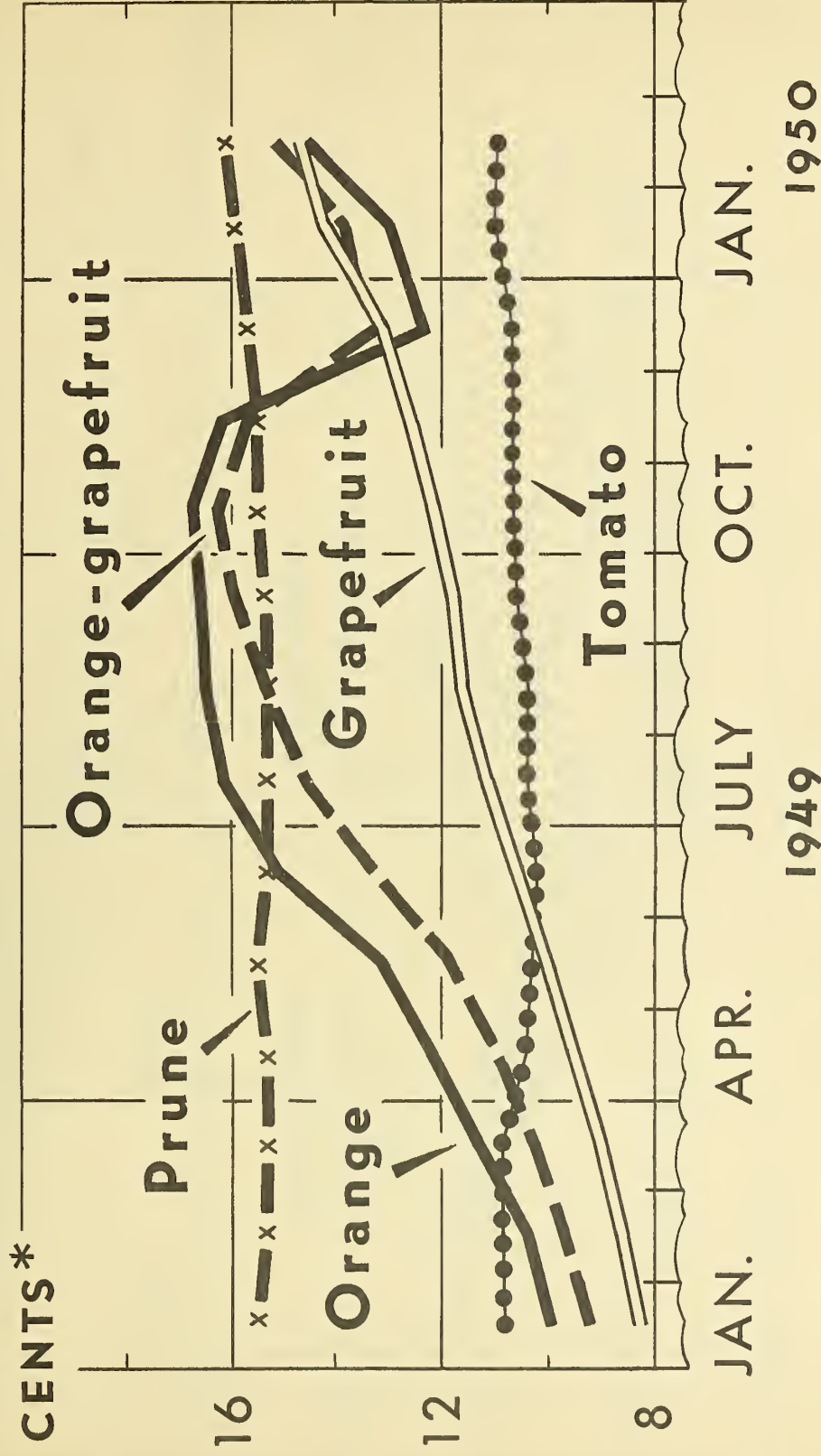


SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

FIGURE 4



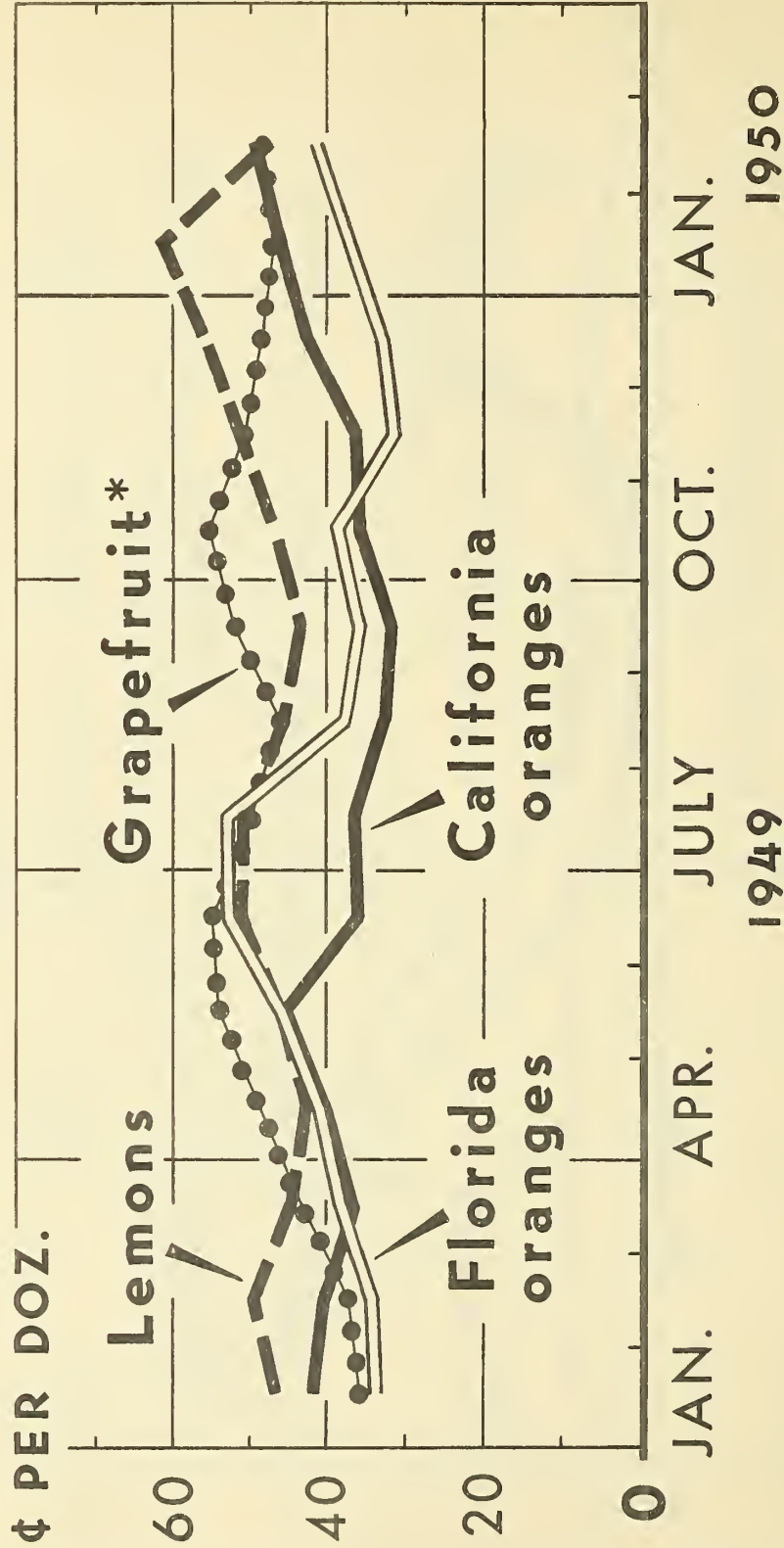
# PRICES OF CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY  
\*CENTS PER EQUIVALENT #2 CAN

FIGURE 5

# PRICES OF FRESH CITRUS FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

\*CENTS PER 1/2 DOZEN

Table 1.--Frozen Concentrated Orange Juice and Canned Juices: U.S. Total Consumer Purchases, Percentage of Families Buying and Average Prices, February 1950, January 1950, and February 1949 1/

	Consumer Purchases	Percentage of Families Buying	Average Price Per 6 Oz. Can
Frozen Concentrated Orange Juice	1,000 Gallons	Percent	Cents
February 1950	1,089	13.4	26.4
January 1950	1,057	12.7	24.4
February 1949	322	5.0	24.0
	Consumer Purchases Cases of 24 1/2's	Percentage of Families Buying	Average Price Per Equivalent 1/2 Can
Canned Juices	1,000 Cases	Percent	Cents
Orange			
February 1950	1,722	17.2	14.5
January 1950	1,763	16.6	13.0
February 1949	2,209	19.6	10.4
Grapefruit			
February 1950	765	9.8	14.7
January 1950	570	8.0	14.2
February 1949	1,494	13.8	8.6
Orange and Grapefruit Blend			
February 1950	476	6.5	15.1
January 1950	500	6.6	13.9
February 1949	886	10.0	9.6
Lemon			
February 1950	40	2.4	38.3
January 1950	37	2.3	38.1
February 1949	40	2.2	28.4
Tomato			
February 1950	1,692	21.3	10.9
January 1950	1,545	19.9	11.0
February 1949	1,602	21.3	10.8
Pineapple			
February 1950	919	14.5	15.5
January 1950	901	14.4	15.6
February 1949	761	13.4	16.5
Prune			
February 1950	393	7.1	16.1
January 1950	402	6.9	15.9
February 1949	349	4.3	15.3

1/ Each month represents a 4-week period



Table 2.--Fresh Citrus Fruits: U.S. Total Consumer Purchases, Percentage of Families Buying, and Average Prices, February 1950, January 1950, and February 1949 <sup>1/</sup>

	Consumer Purchases	Percentage of Families Buying	Average Price Per Dozen
Oranges	<u>1,000 Dozens</u>	<u>Percent</u>	<u>Cents</u>
California			
February 1950	14,560.0	21.1	49.4
January 1950	15,720.0	22.6	46.0
February 1949	14,138.0	18.7	40.4
Florida			
February 1950	22,629.1	22.0	41.1
January 1950	23,339.5	23.3	37.0
February 1949	33,470.0	30.1	34.2
Total			
February 1950	49,651.9	49.3	43.3
January 1950	50,781.3	50.4	39.8
February 1949	62,896.0	56.2	36.0
Grapefruit			
February 1950	10,296.1	32.2	96.3
January 1950	9,583.4	31.4	93.8
February 1949	13,729.0	38.0	74.4
Lemons			
February 1950	6,118.5	23.7	48.1
January 1950	5,163.5	21.5	61.3
February 1949	5,777.0	22.4	49.8

<sup>1/</sup> Each month represents a 4-week period  
National Consumer Panel - Industrial Surveys Company

Table 3.--Dried Fruit: U.S. Total Consumer Purchases, Percentage of Families Buying and Average Prices, February 1950, January 1950, and December 1949 1/

	Consumer Purchases 1,000 Pounds	Percentage of Families Buying Percent	Average Price Per Pound Cents
Apples			
February 1950	405	1.2	37.5
January 1950	385	1.0	33.6
December 1949	327	.9	38.9
Apricots			
February 1950	1,820	4.3	48.3
January 1950	1,727	4.3	49.1
December 1949	1,285	3.1	50.0
Dates			
February 1950	2,350	5.1	33.5
January 1950	2,451	5.3	32.8
December 1949	7,161	12.7	34.0
Figs			
February 1950	985	1.7	33.9
January 1950	878	1.7	35.4
December 1949	1,720	4.3	40.7
Mixed Fruit			
February 1950	828	1.5	31.4
January 1950	645	1.1	30.0
December 1949	634	1.1	31.4
Peaches			
February 1950	1,234	2.4	33.4
January 1950	968	2.0	31.5
December 1949	603	1.4	33.2
Pears			
February 1950	75	.2	37.4
January 1950	48	.1	33.8
December 1949	45	.1	34.6
Prunes			
February 1950	11,960	15.6	22.6
January 1950	10,443	13.8	22.7
December 1949	7,681	10.2	23.6
Raisins			
February 1950	8,870	13.8	18.6
January 1950	8,471	13.1	18.7
December 1949	12,666	17.7	19.4
Total 2/			
February 1950	28,632	33.8	25.3
January 1950	26,117	31.7	25.2
December 1949	32,772	34.8	26.7

1/ Each month represents a 4-week period.

2/ Total includes dried currants for which complete data are not available

Table 4.--Canned Juices and Frozen Concentrated Juices: U.S. Total Consumer Purchases and Average Prices, February 1950 (4-week Period)

Commodity	Purchases				Average Prices			
	:Percentage of All:		:Per 1,000:		:Size of Aver-:		:Per Actual:	
	:Families Buying:		:Capita:		:age Purchase:		:Unit:	
	Percent	1,000	Cases 1/	Ounces	Size	Cents	No. 2 Can	Cents
Canned Juices		Cases 1/						
Orange	17.2	1,722	11.70	59.22	46 oz.	36.2		14.5
Grapefruit	9.8	765	5.20	54.59	46 oz.	36.4		14.7
Orange and Gpft. Blend	6.5	476	3.24	54.20	46 oz.	37.9		15.1
Tangerine	1.9	92	.53	40.69	46 oz.	32.8		13.5
Lemon	2.4	40	.28	13.45	5½-6oz.	13.2		38.3
Apple	4.4	302	2.05	44.72	32 oz.	21.2		11.3
Grape	5.0	165	1.12	27.57	32 oz.	40.4		23.5
Pineapple	14.5	919	6.24	42.99	46 oz.	38.2		15.5
Prune	7.1	393	2.67	36.05	32 oz.	28.4		16.1
Tomato	21.3	1,692	11.51	50.31	46 oz.	25.6		10.9
Vegetable Combination	3.6	191	1.30	37.65	46 oz.	36.0		15.3
Other Juices	2/	349	2.37	35.00	46 oz.	37.8		15.9
Total	53.6	7,106	48.31	47.12				14.2
Frozen Concentrated Juices	Percent	1,000	Gallons	Ounces	Size	Cents		
Orange	13.4	1,089	7.40	11.44	6 oz.	26.4		
Grape	1.8	65	.44	7.87	6 oz.	24.6		
Other Concentrates	2/	45	.31	8.70	6 oz.	20.9		
Total	14.0	1,199	8.15	11.04				

1/ Equivalent Cases of No. 2 Cans, 432 Ounces per Case

2/ Information Not Available



Table 5.--Fresh Citrus Fruit: U.S. Total Consumer Purchases and Average Prices, February 1950 (4-Week Period)

Commodity	Purchases				Average Price	
	Percent	1,000 Dozens	Dozens	Units	Per Dozen	Cents
Oranges						
California	21.1	14,560.0	99.0	10.9		49.4
Florida	22.0	22,629.1	153.8	13.0		41.1
Unidentified	17.0	12,462.8	84.7	12.4		40.3
Total	49.3	49,651.9	337.5	12.2		43.3
Grapefruit	32.2	10,296.1	70.0	4.3		96.3
Tangerines	11.0	7,795.7	53.0	11.7		28.4
Lemons	23.7	6,118.5	41.6	5.1		48.1
Limes	.3	56.5	.4	5.4		37.7
Total	65.4	73,918.7	502.5	8.9		49.5

National Consumer Panel of Industrial Surveys Company

Table 6.--Dried Fruit: U.S. Total Consumer Purchases and Average Prices, February 1950 (4-Week Period)

Commodity	Purchases					Average Price Per Pound
	Percentage of : All Families Buying:	Total : All Families :	Per : 1,000 Capita:	Size of		
				Average Purchase :		
	Percent	1,000 Pounds	Pounds	Ounces	Cents	
Apples	1.2	405	2.75	11.35	37.5	
Apricots	4.3	1,820	12.37	14.27	48.3	
Dates	5.1	2,350	15.97	15.30	33.5	
Figs	1.7	985	6.69	16.78	33.9	
Mixed Dried Fruits	1.5	828	5.63	17.33	31.4	
Peaches	2.4	1,234	8.39	16.20	33.4	
Pears	.2	75	.51	15.50	37.4	
Prunes	15.6	11,960	81.30	23.60	22.6	
Raisins	13.8	8,870	60.30	21.41	18.6	
Currents	.3	105	.71	14.42	23.7	
Total	33.8	28,632	194.62	19.98	25.3	

National Consumer Panel of Industrial Surveys Company